

INTERESTED ARTICLE SERVING SYSTEM AND INTERESTED ARTICLE SERVING METHOD

BACKGROUND OF THE INVENTION

The present invention relates to a system for serving and distributing interested articles, news, informations, data and the like, called herein as articles or article for the sake of convenience, and a method of serving the articles through a network service, in which when clients receive articles interested by them, only articles which are interested by the client are automatically selected and obtained, and upon the obtaining of such articles, only these articles can be immediately served or distributed to the clients.

In prior art, various kinds and types of article serving (distributing) services have been carried out and executed through internet system, and in general, the articles are served through processes of edition or classification on the provider.

Particularly, in a computer having a general data base system, when an article to be indexed is inputted into the data base, it is necessary to perform indexing process so as to add, as an index, a word having characteristics as a keyword at the time of indexing the article, and for this reason, it is difficult to instantaneously serve an article at the time of obtaining a new article.

The general service of a server for serving an interested article to a client is performed, in accordance with category or keyword designated by a client, by indexing or searching the articles included in that category or including that keyword and then serving the article(s) satisfying the searching (indexing) condition through serving means such as electronic mail or like. However, when the articles are designated in accordance with the unit of category, all the articles included in that category are distributed. These articles will include articles not interested by the client, and otherwise, in a case where a client has a plurality of interests, extremely large number of articles will be served to the client.

On the other hand, the keyword is designated by the client, all the articles including such keyword will be distributed to the client, which include articles not interested by the client. In another case where the client is not familiar with setting or handling of such keyword, it was difficult for the client to obtain only the desired articles.

Moreover, in recent days, there have been developed methods or techniques of analyzing interests of a client on the basis of access history of the client. However, the conventional methods or techniques have been performed on the basis of the provision that the interest of the client is qualitative and are not suitable for being operated in accordance with change in the time elapsing.

Generally, almost all the interests which are to be known by clients in real time are matters concerning topics or events such as Olympic

Game which have presently picked up and which will be forgotten in the time elapsing. Recently, in fact, there has been developed a system in which an article, to which referring times and clicking times, as parameters, are made much time, is the article most interested. However, in such system, it will be not said that the number of the referring times or clicking times to the article recently interested always exceeds that to an article past interested.

Furthermore, as a method of automatically extracting a keyword indicating interest of a client based on the access history, there is provided a method of calculating appearance frequency of all articles concerning the keyword and a ratio of appearance (great criticality or significance) of that keyword in the articles and then multiplying them as weight. In such method, however, there may cause a possibility of outputting deviated tendency according to the articles. For example, in a case where a keyword having large significance appears several times in an article which has been unexpectedly once accessed, the article would be deemed as an interested article even if it not be interested, thus providing a problem.

SUMMARY OF THE INVENTION

An object of the present invention is to substantially eliminate defects or problems encountered in the prior art mentioned above and to provide system and method of instantaneously serving or distributing articles interested by clients, with no necessity of setting categories or keywords by the clients, by